VACAS (VRT) TRAVEL APP LAUNCH NOVEMBER 2025 KOL BRIEF

About Vacas

Vision & Mission

Vision:
Provide an integrated blockchain solution for the global tourism market by bringing Reward Points on-chain (starting in Las Vegas and expanding globally via Zoy Group infrastructure).

Mission:
Establish the **Vacas Reward Token (VRT)** as the premier cryptocurrency for global travel, entertainment, gaming, and hospitality transactions.

More Info: *https://docs.vacas.app/*

The Problem

Traditional customer reward points are limited:

• Bound to offline settings (lack of scalability).

• Diminished value/loss for non-returning travelers.

• Inefficient international transactions due to foreign exchange barriers.

The Solution

Vacas proposes a comprehensive travel solution:

• Supplements existing offline reward structures with blockchain.

• Eliminates barriers (e.g., foreign exchange, payment inefficiencies) using cryptocurrency.

• Establishes a global, seamless payment system for both online and offline domains.

Core Services & Features

Point Swap:
Enables customers to convert traditional, localized reward points into the globally transferable VRT.

Booking:
Use VRT and swapped points for travel and hospitality reservations.

Fortune Payment:
Integrated system for VRT-based transactions.

VIP System:
Loyalty framework offering enhanced benefits to users and VRT holders.

The Token: Vacas Reward Token (VRT)
is the native cryptocurrency used across the platform.

Economic Model
Utilizes a **Fly Wheel Economic Model** designed to drive demand and utility of the VRT token.
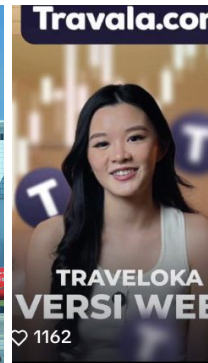
Token Mechanism
Includes **Tokenomics, Swap Mechanism,** and a defined **Distribution & Emission Schedule** to govern supply and point-to-token conversions.

Brief:

- Objective:
  - To promote Vacas App launch in Indonesia
  - Explain and provide a tutorial for app mechanics
  - Encourage app use to travel to Las Vegas, USA
- Key Message Sequence: ==Information Delivery can be up to KOL Style & Creativity==
  - "Hotel Points -> VRT -> In-App Payment" app is now live!
  - App Launch / Intro
  - Strategic Partnership Announcement
    - Zoytrip (MGM Official Partner) x Vacas!
  - App Tutorial / White Paper (*https://docs.vacas.app/*)
  - VRT Airdrop Event Announcement (on Galxe App)
- Mandatory Talking Points:
  - From Booking to Payment, All-In-One: Seamless experience in one app - point exchange, VRT token conversion, payment, hotel & activity booking, and even games.
  - Hotel Reward Point Conversion: Partnered with major hospitality groups to enable point to VRT token conversion, redeemable for resorts, shows, and more.
  - Seamless On/Offline Experience: Rich in-app content - from games to prize events - enabling versatile use and spending of VRT.
  - Initial Service: Travel to Las Vegas, USA
  - Emphasize that **VRT is not an investment product.**

Example Content

https://www.instagram.com/reel/DMc1vtYhIRe/

https://www.instagram.com/p/DO-08Slkjk1/

https://www.instagram.com/p/DNvEy-M5oi_/

https://www.instagram.com/reel/C8jlBIZSamK/

MANDATORY Points for Caption CTA:

1. **Key CTA: "Download Vacas App & Join the Galxe Airdrop"**
2. **Hashtags:**
   a. **#Vacas**
   b. **#VRT**
   c. **#TravelWithVRT**
   d. **#Zoytrip**
3. **Tag Official Vacas Social Media**
4. **Provide link to download if possible**

EXAMPLE HOOKS: *KOL can adjust freely based on their own creativity*

- "Cara bayar liburan kamu hanya dengan crypto"
- "How I paid for my vegas trip by only using points"
- "The future of travel, using VRT"
- "Cara ke vegas gratis"
- "This app paid for my entire vegas trip"
- "I paid for my vegas trip by only using this one app"
- "Travel loophole, Vacas"
- "Lempar kartu kredit, hanya perlu pake Vacas untuk bayar liburan"
- "How I paid for my entire vegas trip with only one app"
- "I'm going to vegas next year and i found this lifehack app"
- "IYKYK Travel Lifehack"
- "This is the future of travel, if you aren't using this app, you are getting SCAMMED"
- "Did you guys know you can literally travel using crypto now.. Like wtf how did i not know this??"
- Normal day in the life, but tap-in promotion of them booking for their vegas trip using Vacas
- "Daripada taro point di aplikasi lain untuk booking hotel dan pesawat, lebih mending taro di Vacas app"
- "Crypto travel has arrived"

Example Content

https://www.tiktok.com/@2xj.crypto/video/7539876082485349654

https://www.tiktok.com/@copehardertv/video/7517569079834660118

https://www.tiktok.com/@carrinachittra/video/7532137500727463224

https://www.tiktok.com/@doyoutravel/video/7164617228451581210